

## Message Text

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51

ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 USIA-15 ABF-01 PER-03 RSC-01

/040 W

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R 151607Z JAN 75

FM AMEMBASSY BONN

TO SECSTATE WASHDC 7254

INFO USDOC WASHDC

USMISSION USBERLIN

AMCONSUL BREMEN

AMCONSUL DUSSELDORF

AMCONSUL FRANKFURT

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

UNCLAS SECTION 01 OF 03 BONN 00673

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: FY 76 COUNTRY COMMERCIAL PROGRAM FOR GERMANY

REF: STATE A-9016

1. IN RESPONSE TO THE REPAIR, WE HAVE OUTLINED BELOW THE CAMPAIGNS, OTHER PRIORITY PROJECTS, AND DEFERRED PROJECTS WHICH WE ARE PROPOSING FOR THE FY 76 CCP FOR GERMANY. WE WOULD APPRECIATE BEING INFORMED AS SOON AS POSSIBLE OF STATE AND COMMERCE'S VIEWS OF OUR PROPOSALS SO THAT WE CAN COMMENCE THE DIFFICULT AND TIME CONSUMING TASK OF ALLOCATING ACTIVITY TARGETS AND RESOURCE EXPENDITURES AMONG THE POSTS IN GERMANY.

### 2. PRODUCT CAMPAIGNS

A. ELECTRONIC COMPONENTS, TESTING AND PRODUCTION EQUIPMENT (MANAGERS: BONN/MUNICH). TARGETS INCLUDE SUPPORT OF TRADE CENTER SHOWS (ELECTRONIC COMPONENTS AND ELECTRONIC PRODUCTION AND TEST EQUIPMENT) AS WELL AS

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SUPPORT OF COMPOSANTS SHOW IN PARIS.

B. ELECTRONIC DATA PROCESSING EQUIPMENT AND OTHER ELECTRONIC SYSTEMS (BONN/FRANKFURT). INCLUDES SUPPORT OF SYSTEMS 75 AND THE MICROWAVE EQUIPMENT AND DATA ACQUISITION SHOWS AT THE TRADE CENTER. SINCE SOPHISTICATED MICROWAVE COMMUNICATIONS EQUIPMENT CONSISTS LARGELY OF AUTOMATED ELECTRONIC SYSTEMS, AND SINCE OUR MARKET RESEARCH INDICATES A SUBSTANTIAL US TECHNOLOGICAL EDGE IN THIS FIELD, WE BELIEVE IT SHOULD BE INCORPORATED IN THIS CAMPAIGN.

C. PROCESS CONTROL INSTRUMENTATION (BONN/STUTTGART). INCLUDES SUPPORT OF TRADE CENTER SHOWS (INDUSTRIAL PROCESS CONTROLS; NUCLEAR INSTRUMENTATION) AND PROPOSES BUSINESS INFORMATION BOOTH AT ACHEMA TOGETHER WITH A SYMPOSIUM DEVELOPED BY USIS.

D. CONSUMER GOODS (BONN). THIS IS A CONTINUATION OF OUR 1975 CAMPAIGN. TWO IN-STORE PROMOTIONS (HORTEN AND QUELLE) ARE INCLUDED IN THE ACTIVITY TARGETS.

E. AVIONICS AND AVIATION SUPPORT EQUIPMENT (BONN). SIGNIFICANT EFFORT IS MADE BY BONN IN ASSISTING AMERICAN FIRMS IN BIDDING ON SUBSTANTIAL FRG CONTRACTS IN THIS FIELD, ESPECIALLY FOR AIR TRAFFIC CONTROL SYSTEMS. WE ALSO EXPECT TO PROVIDE SOME LIMITED SUPPORT TO NTM FIRMS PARTICIPATING AT THE HANNOVER AIR SHOW, AND TO SUPPORT THE AVIONICS AND GROUND EQUIPMENT SHOW AT THE TRADE CENTER IN STOCKHOLM.

F. POLLUTION CONTROL INSTRUMENTATION EQUIPMENT (BONN/STUTTGART). THIS CAMPAIGN FALLS INTO THE PRIMARY MARKET DEVELOPMENT PHASE AND WILL EXTEND INTO FY 77. WE HOPE TO UPDATE GLOBAL MARKET RESEARCH OF 11/74, ESPECIALLY WITH REGARD TO FRG SUBSIDIES IN THIS FIELD. WE WILL ALSO PROPOSE A BUSINESS INFORMATION BOOTH AT ACHEMA (SEE PARA C ABOVE). IN FY 77 WE HOPE TO HAVE A TYPE IV SHOW AT ENVITEC.

G. HEALTH CARE INDUSTRIES EQUIPMENT AND INSTRUMENTATION (BONN/STUTTGART). INCLUDES SUPPORT FOR LABORATORY INSTRUMENTATION SHOW AT THE TRADE CENTER AND SUPPORT FOR NTMS IN ANALYTICA. WE ALSO HOPE TO OBTAIN USIS COOPERATION IN DEVELOPING A VIDEO TAPE DEMONSTRATION OF US EQUIPMENT IN THIS FIELD FOR SHOWING ON GERMAN TELEVISION. WE WILL ASSIST IN PREPARATION OF GLOBAL MARKET

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RESEARCH ON HEALTH CARE INDUSTRIES EQUIPMENT WHICH IS DUE TO BE PUBLISHED IN FY 77. THIS CAMPAIGN IS CONSIDERED TO BE IN PRIMARY DEVELOPMENT PHASE AND WILL EXTEND INTO FY 77.

3. NOTE: TWO TARGET INDUSTRIES FOR FY 76 ARE OMITTED FROM THE CAMPAIGN LIST, GRAPHIC ARTS EQUIPMENT AND METALWORKING AND FINISHING MACHINERY. MARKET RESEARCH

PAINTS A PICTURE OF AN INDUSTRY IN SERIOUS RECES-  
SION AND THEREFORE DO NOT BELIEVE THE TIME IS  
PROPITIOUS FOR A GRAPHIC-ARTS CAMPAIGN. THE LOW GROWTH  
RATE IN THE GERMAN MARKET AND THE DECLINE OF US EXPORTS  
IN THE METALWORKING MACHINERY FIELD PROMPTS US TO DEFER

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MRN: 1975BONN 000673 SEGMENT NUMBER: 000002 ERROR READING TEXT INDEX  
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INFO OCT-01 EUR-12 ISO-00 USIA-15 ABF-01 PER-03 RSC-01

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FM AMEMBASSY BONN  
TO SECSTATE WASHDC 7256  
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USMISSION USBERLIN  
AMCONSUL BREMEN  
AMCONSUL DUSSELDORF  
AMCONSUL FRANKFURT  
AMCONSUL HAMBURG  
AMCONSUL MUNICH  
AMCONSUL STUTTGART

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US. WE WOULD LIKE TO STEP UP THE NUMBER OF SUCH MEETING  
IN FY 76, BUT TRAVEL AND REPRESENTATION FUND LIMITATIONS  
WILL NOT PERMIT US TO DO SO. AN ADDITIONAL DOLS 2,000  
IN TRAVEL FUNDS AND AN ADDITIONAL DOLS 5,000 IN REPRE-  
SENTATION FUNDS WILL ENABLE US TO UNDERTAKE 10 ADDITIO-  
NAL OUT-OF-TOWN EFFORTS IN FY 76.  
C. IMPROVEMENT OF COMMERCIAL LIBRARIES: TO ENABLE THE  
POSTS TO ACQUIRE EXPERTISE IN THEIR ASSIGNED INDUSTRY

SECTORS AS WELL AS TO PROVIDE GERMAN BUSINESSMEN WITH UP TO DATE INFORMATION ABOUT THESE TARGET INDUSTRIES, DOLS 6,000 IS NEEDED IN FY 76 TO UPGRAD POST COMMERCIAL LIBRARIES.

D. ADDITIONAL COMMERCIAL PERSONNEL: THE ADDITIONAL PERSONNEL REQUIREMENTS OUTLINED IN BONN'S 9423, JUNE 12, 1974 ARE STILL UNFULFILLED. THESE ARE AS FOLLOWS: DUESSELDORF, FSL-7 CLERK TYPIST; MUNICH, FSL-7 CLERK TYPIST; BREMEN, FSL-7 CLERK TYPIST AND FSO-5 COMMERCIAL OFFICER; HAMBURG, FSL-7 CLERK TYPIST. GIVEN THE FACT UNCLASSIFIED UNCLASSIFIED

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THAT THE FOREGOING CCP PROPOSAL CALLS UPON STUTTGART TO SHOULD THE RESPONSIBILITY FOR THREE CAMPAIGNS IN COLLABORATION WITH BONN, AN ADDITIONAL FSL-7 CLERK TYPIST IS REQUIRED FOR STUTTGART. BY ASSUMING RESPONSIBILITY FOR PREPARING THE SUBSTANTIALLY INCREASED NUMBER OF TRADE OPPORTUNITIES GENERATED BY THE POST AS WELL AS OTHER ROUTINE CLERICAL RESPONSIBILITIES, THE ADDITION OF A CLERK TYPIST WILL ENABLE SUBSTANTIVE COMMERCIAL LOCALS TO DEVOTE MORE TIME TO PURSUE CCP ACTIVITY TARGETS. CASH

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## Message Attributes

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